

## CLAIMS

What is claimed is:

- 1 1. A method, comprising:  
2 loading a definition associated with a logical structure;  
3 associating components of the logical structure to an intermediate unit;  
4 based at least in part on the loaded definition, executing the logical structure  
5 to determine a presentation sequence of the components associated to the  
6 intermediate unit; and  
7 generating a file, which represents the presentation sequence of the  
8 components, to transmit across a network to allow presentation of the components  
9 as part of a user interface on a client terminal.
- 1 2. The method of claim 1 wherein the logical structure is usable for a customer  
2 relationship management system.
- 1 3. The method of claim 1 wherein executing the logical structure to determine  
2 the presentation sequence of the components is further based at least in part on  
3 answers received from the client terminal.
- 1 4. The method of claim 3 wherein the answers received from the client terminal  
2 are stored in an answer table separate from the intermediate unit or in a database  
3 table.

1 5. The method of claim 1 wherein the components of the logical structure  
2 include questions.

1 6. The method of claim 1 wherein the intermediate unit comprises a logical  
2 entity having a virtual table, the virtual table capable to associate portions of the  
3 loaded definition to a single structure.

1 7. The method of claim 1 wherein executing the logical structure to determine  
2 the presentation sequence of the components includes using a function call to read  
3 the loaded script definition.

1 8. The method of claim 1 wherein the generated file comprises a hypertext  
2 markup language (HTML) file.

1 9. The method of claim 1 wherein executing the logical structure to determine  
2 the presentation sequence of the components includes interacting with a set of rules  
3 at the intermediate unit to determine a number of components, including questions  
4 at branches of the logical structure, to present on the client terminal.

1 10. The method of claim 1, further comprising:  
2 providing a first user interface component different from a second user  
3 interface component that generates the file to transmit across the network; and  
4 using an element of the first user interface component to interact with the  
5 intermediate component to present the sequence at the first user interface  
6 component or to allow other manipulation related to the executed logical structure.

1 11. An article of manufacture, comprising:  
2 a machine-readable medium having stored thereon instructions to:  
3 load a definition associated with a logical structure;  
4 associate components of the logical structure to an intermediate unit;  
5 based at least in part on the loaded definition, execute the logical  
6 structure to determine a presentation sequence of the components  
7 associated to the intermediate unit; and  
8 generate a file, which represents the presentation sequence of the  
9 components, to transmit across a network to allow presentation of the  
10 components as part of a user interface on a client terminal.

1 12. The article of manufacture of claim 11 wherein the instructions to execute the  
2 logical structure to determine the presentation sequence of the components further  
3 includes instructions to determine the presentation sequence based at least in part  
4 on answers received from the client terminal.

1 13. The article of manufacture of claim 11 wherein the instructions to execute the  
2 logical structure to determine the presentation sequence of the components  
3 includes instructions to interact with a set of rules at the intermediate unit to  
4 determine a number of components, including questions at branches of the logical  
5 structure, to present on the client terminal.

1 14. The article of manufacture of claim 11 wherein the machine-readable medium  
2 further includes instructions stored thereon to use an element of a first user interface  
3 component to interact with the intermediate component to present the sequence at  
4 the first user interface component or to allow other manipulation related to the

5 executed logical structure, the first user interface component being different from a  
6 second user interface component that generates the file to transmit across the  
7 network.

1 15. An apparatus, comprising:

2 a loader to load a definition associated with a logical structure from a storage  
3 location;

4 an intermediate unit to associate components of the logical structure to a  
5 logical entity of the intermediate unit;

6 an execution unit coupled to the intermediate unit to execute the logical  
7 structure to determine a presentation sequence of the components associated to the  
8 intermediate unit, based at least in part on the loaded definition; and

9 a user interface component coupled to the intermediate unit to generate a  
10 file, which represents the presentation sequence of the components, to transmit  
11 across a network to allow presentation of the components on a client terminal.

1 16. The apparatus of claim 15, further comprising an answer table or database  
2 table linked to the execution unit to store answers received from the client terminal  
3 in response to the presentation of the components, wherein presentation  
4 components of the logical structure is further based at least in part on the received  
5 answers.

1 17. The apparatus of claim 15 wherein the intermediate unit includes a set of  
2 logical rules to determine a number of components, including questions at branches  
3 of the logical structure, to present on the client terminal.

1 18. The apparatus of claim 15 wherein the user interface component comprises a  
2 first user interface component, the apparatus further comprising a second user  
3 interface component having an element to interact with the intermediate component  
4 to present the sequence at the second user interface component or to allow other  
5 manipulation related to the executed logical structure.

1 19. The apparatus of claim 15 wherein the storage location comprises a  
2 database, the database having tables from which the definition is loaded by the  
3 loader.

1 20. The apparatus of claim 15 wherein the storage location comprises a file  
2 system, the file system capable to store a definition file having the definition, the  
3 loader capable to load the definition file stored in the file system.

1 21. The apparatus of claim 15 wherein the definition comprises a plurality of  
2 elements compiled into a single block of data stored in the storage locagion.